Affluence **And Illness:** An AMA View

MIAMI BEACH (AP) - All too many Americans are en-dangering their health through dissipation while laboring under the illusion that miracles of medicine alone will keep them well, some leaders of organized medicine report.

The Board of Trustees of the American Medical Assn., in a special report to the AMA's 22d clinical convention said:

"Our affluence has reduced physical exertion and increased overeating, excess drinking, smoking, late hours and drug consumption.

"Advice of the physician is too often ignored and slighted. The sense of well-being resulting from our progress leads many people to assume that illness cannot strike them, or that cures are to be taken for granted."

The board made the comments in urging the nation's doctors to "educate the American people to the growing role of the individu-

al in the delivery of health care."

The report added: "While much progress has been made in overcoming many historic plagues of mankind, we find more and more illness due, at least in part, to abuse and neglect by the individual himself."

Dr. Dwight L. Wilbur of San Francisco, president of the AMA, declared in his presidential address to the policymaking house of delegates that millions of Americans falsely "assume there are easy ways to stay well and youthful looking."

"The human being," he said, "remains the complex, finely tuned, vulnerable body each of us inherits; but millions resist the arduous and disciplinary requirements of really caring for

"Instead, they turn, among other things, to diet fads, patent medicines, a countless variety of pills, tobacco and alcohol, often instant and inadequate exercise and quacks."

On another subject, Wilbur urged physicians to maintain "effective self-discipline" as regards fees charged to patients, as one way to help cope with the "rising cost of health care."

He also recommended that doctors "avoid hospitalizing any patient unless it is absolutely necessary" and "reduce the length of stays in hospitals to the essential minimum."

Among some 50 resolutions presented to the House of Delegates for possible action during the next three days was one from the Michigan delegation urging that the AMA "condemn all cigaret advertising on tele-

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TÁKE WALK

Tips Given on Ways to **Quit Smoking**

BY ARTHUR J. SNIDER Exclusive to The Times from the Chicago Daily News

MIAMI BEACH -Trying to quit cigarets? Take a walk instead of a coffee break, a dental scientist advises.

The mid-morning pause at the coffee counter is one of the strongest influences in smoking, Dr. Robert B. Shira of Washington, D.C., told the American Dental Assn. convention here.

"There is also a strong association with cocktail parties and social drinking," he added. "Advertising for cigarets may also be a reminder but not nearly as strong as sitting near a friend lighting your favorite brand.

Mouth Cancer Toll

Dentists have a professional interest in smoking since cancer of the mouth is the second most fatal type of cancer. In addition, treatment often involves mutilating surgery of the lower jaw.

Shira had this suggestion for those who cannot stop overnight: "Buy only one pack at a time. Carry it in a buttoned pocket. Don't carry matches or a lighter. Have substitutes, such as sugar-free gum or candy, handy."

He conceded that increase in weight was likely to occur since the taste buds sharpen after cessation of smoking.

"If weight can be maintained, fine," he said. "If not, it will be easier to taper down on food consumption after smoking is

under control."
Dr. Shira drew some parallels between the abstaining ex-smoker and the ex-alcoholic.

Each will rationalize that one cigaret or one drink is harmless," he said. "But after all, a pack of cigarets is merely 20 single ones."